



LIBERTY LOAN PLAN

to negotiate Liberty Bonds at \$102

The bugle call has sounded—calling every man, woman and child to the colors.

Just because you are not of conscription age—you are *not* exempt.

The quicker you go to your banker or bond house and buy Liberty Bonds, the quicker shall we *win* the war.

If you *cannot* go to the trenches—you *can* strike a telling blow against brutal despotism.

Money is ammunition—don't prolong the suffering and delay the outcome by neglect to lend the Government your ammunition—dollars.

The Kaiser does *not* want you to buy Liberty Bonds—he wants you to cripple the United States and its Allies by failure to buy them.

Every one who *can*, and does *not*, is handicapping Uncle Sam in his righteous fight.

Make *your* break with the Kaiser today—go to your banker or bond house and sign your name to a Liberty Bond purchase.

Women—here is a great opportunity for you.

Serve humanity, serve your country and hasten relief by buying Liberty Bonds. Your efforts count as much as any man's in this way.

Act now and avoid the memory that you failed in the hour of test!

This means *you*!

Our Government must borrow \$2,000,000,000 from its citizens immediately—

And get it "with the least possible disturbance to the business fabric of the country"—

To help, we are operating this plan, and suggest all other manufacturers and merchants adopt it.

It is simplicity itself—

WE WILL ACCEPT LIBERTY BONDS ON THE BASIS OF \$102, FOR ENTIRE OR PARTIAL PAYMENT ON COLE MOTOR CARS.

This plan accomplishes these three very necessary things for the success of the Liberty Bond issue:

1. It makes it easier for the Government to sell the Liberty Bonds.

2. It enables the purchaser of the Liberty Bonds to advantageously *use* them in securing the necessities and comforts of life.

3. It fortifies, expands and develops American business.

For example—you want a seven-passenger Cole touring car, price \$1795 at the factory, Indianapolis.

If you possess seventeen \$100 and one \$50 Liberty Bonds, we will give you \$1785 in merchandise for them. You only pay us the difference of \$10 cash, and get the car.

Or, if you have a second-hand car, let us say worth \$775, our dealer will take the car and ten \$100 Liberty Bonds and give you a new \$1795 Cole seven-passenger touring car.

In fact, all the various types of purchases and trades are included in this plan. The only difference being you *use* your Liberty Bonds just as you would cash.

You can make partial payment in Liberty Bonds for a Cole car, but it is to *your advantage* to invest the entire Cole list price in Liberty Bonds *first*, then buy your Cole car with the bonds.

No doubt you intend buying these bonds—probably have done so already.

The Cole plan helps you to do your bit—a great big bit, too—for your Government and *not* inconvenience yourself. Instead, you actually *save* money by buying the bonds and *using* them.

If at a later date you want to redeem the bonds with which you purchased a Cole car we will return them to you.

Secretary of Treasury William G. McAdoo is touring the country, making public appeals.

Help him in this crisis!

If he could talk to you personally you would not hesitate—because there is not a shadow of a reason why you should not buy Liberty Bonds.

This money will be spent by our Government in our own country for the purchase of materials and supplies required for the proper conduct of the war.

You do not assume a single risk in buying Liberty Bonds—but you *do* help *avoid* innumerable risks and dangers to yourself and others.

There never was a time when you could put *your* money to better use.

And now the Cole Liberty Loan Plan makes it simpler and easier for you to do your *duty*.

Even though the bonds have not yet been issued, you can negotiate the Cole Liberty Loan Plan at once, as follows:

Go to your banker, give him your order for the number of bonds you want and he will give you a receipt. Bring this receipt to us—it is as good as cash and we will accept it on the basis of \$102 as whole or partial payment on a Cole car.

This Cole Liberty Loan Plan is heartily indorsed by New York Bankers, both as a practical advantage, and a worthy undertaking.

Enough of flag waving and mere talk. Let us get down to business.

We suggest that all motor car manufacturers adopt this Cole plan.

We suggest that all merchants, no matter what the nature of their business, adopt it.

We suggest that all bankers recommend this Cole Liberty Plan to business men in their communities—large and small.

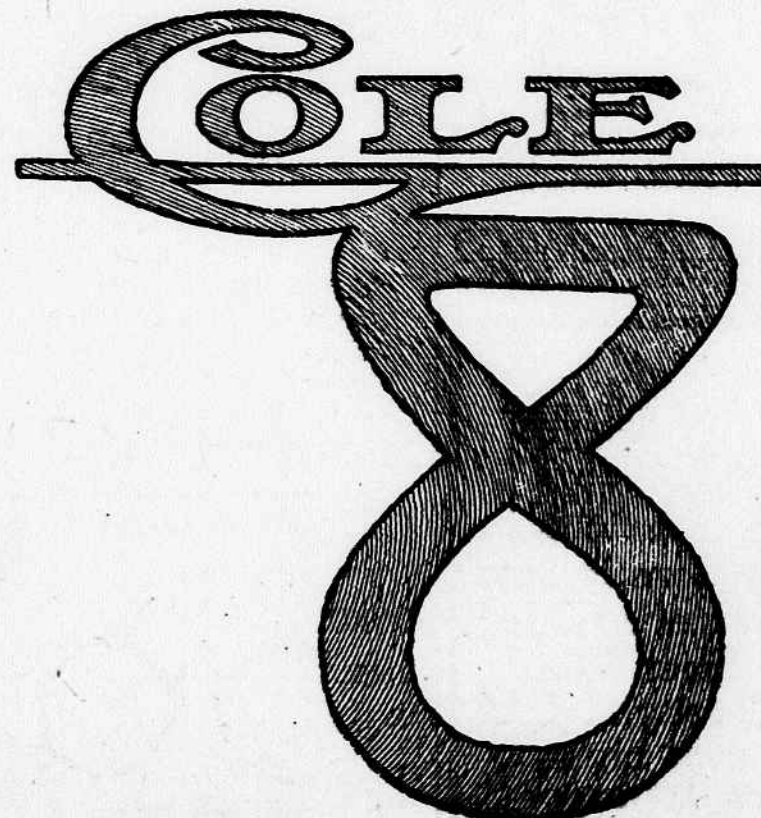
But, above all, our Government needs action—*today*.

Your investment in Liberty Bonds is worth more than a flag in your buttonhole!

Go to the nearest Cole dealer at once and get full information.

J. J. COLE, *President*.
A. F. KNOBLOCH, *Gen. Mgr.*

Cole Motor Car Company, Indianapolis, U. S. A.



The Henderson-Rowe Auto Co.
1012 Fourteenth St. N.W., Washington, D.C.
Phone Main 2076-7

Seven-passenger Cole Eight Touring Car \$1795
Cole Eight Tuxedo Roadster \$1795
Four-passenger Cole-Springfield Tour-
coupe \$1295
Seven-passenger Four-door Tour sedan \$2495
Prices f. o. b. factory
and subject to change without notice.